



Digital marketing
strategy toolkit
workshop
templates

About these templates

- ▶ These templates are designed for analysis and discussion in strategy workshops - that's how we use them!
- ▶ For an explanation of how to use this template, see Digital IQ marketing strategy Ebook:
 - ▶ www.digitaliq.com.au
- ▶ Full-listing of templates are available from:
 - ▶ www.digitaliq.com.au
- ▶ Any questions or comments please contact us:
 - ▶ www.digitaliq.com.au

Digital marketing SWOT

	Strengths: <ul style="list-style-type: none">▪▪	Weaknesses: <ul style="list-style-type: none">▪▪
Opportunities: <ul style="list-style-type: none">▪	SO Strategies <ul style="list-style-type: none">•	WT Strategies <ul style="list-style-type: none">•
Threats: <ul style="list-style-type: none">▪	ST Strategies <ul style="list-style-type: none">•	WT Strategies <ul style="list-style-type: none">•

Digital initiatives prioritisation matrix

P1 = Very Important			
P2 = Important			
P3 = Lower importance			
	C3=Below Average capability	C2=Average capability	C1=Leading capability

Digital channel strategy

Objectives	Substantiation	Strategies to achieve goals	Key Performance Indicators (KPIs)
1. Reach.			
2. InterAct.			
3. Convert.			
4. Engage.			
5. Brand Development			
6. Governance and resourcing incl partnering			

Measure	Reach Audience	Encourage Action incl lead generation	Convert To sale	Engage customers to retain and grow
Tracking metrics	<ul style="list-style-type: none"> <input type="checkbox"/> Unique visitors <input type="checkbox"/> New visitors <input type="checkbox"/> Visits <input type="checkbox"/> Conversation volume 	<ul style="list-style-type: none"> <input type="checkbox"/> Online opportunity (lead) volume <input type="checkbox"/> Offline opportunity (lead) volume generated from online 	<ul style="list-style-type: none"> <input type="checkbox"/> Online sales volume <input type="checkbox"/> Offline sales volume generated from online 	<ul style="list-style-type: none"> <input type="checkbox"/> Email list quality <input type="checkbox"/> Email engagement quality <input type="checkbox"/> Transactions
Performance drivers (diagnostics)	<ul style="list-style-type: none"> <input type="checkbox"/> Share of audience <input type="checkbox"/> Share of search <input type="checkbox"/> Brand/direct visits 	<ul style="list-style-type: none"> <input type="checkbox"/> Page engagement rate (Bounce rate, duration) <input type="checkbox"/> Lead conversion rate by engagement tool 	<ul style="list-style-type: none"> <input type="checkbox"/> Conversion rate to sale <input type="checkbox"/> Channel conversion rates <input type="checkbox"/> Category conversion rates 	<ul style="list-style-type: none"> <input type="checkbox"/> Active customers % (site and email active) <input type="checkbox"/> Active social followers <input type="checkbox"/> Repeat conversion rate
Customer-centric KPIs	<ul style="list-style-type: none"> <input type="checkbox"/> Cost per click and cost per sale <input type="checkbox"/> Brand awareness <input type="checkbox"/> Conversation polarity (sentiment) 	<ul style="list-style-type: none"> <input type="checkbox"/> Cost per lead <input type="checkbox"/> Customer satisfaction 	<ul style="list-style-type: none"> <input type="checkbox"/> Average order value <input type="checkbox"/> Cost per sale <input type="checkbox"/> Customer satisfaction 	<ul style="list-style-type: none"> <input type="checkbox"/> Lifetime value <input type="checkbox"/> Customer loyalty index <input type="checkbox"/> Customer advocacy <input type="checkbox"/> Products per customer
Business value KPIs	<ul style="list-style-type: none"> <input type="checkbox"/> Audience share (owned media) or Share of voice (earned media) 	<ul style="list-style-type: none"> <input type="checkbox"/> Goal value per visit <input type="checkbox"/> Online lead contribution (n,£, % of total) 	<ul style="list-style-type: none"> <input type="checkbox"/> Revenue per visit <input type="checkbox"/> Online-originated contribution to sales, revenue and product 	<ul style="list-style-type: none"> <input type="checkbox"/> Retained sales growth and volume <input type="checkbox"/> Revenue per channel and category

Strategic initiative roadmap

Strategic initiative	201X	201X	201X	201X	201X
Reach					
Act					
Convert					
Engage					
Customer Insight and targeting					
Brand development					
Governance and resources including business insight					